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ABSTRACT

A research project was conducted cooperatively by the New York State Education Department Bureaus of Distributive Education and Occupational Education Research to determine whether the present secondary programs in New York State provide sufficient career information and adequate preparation for young people to obtain employment in the travel industry. The data from questionnaires sent to all 725 New York State member agencies of the American Society of Travel Agents (ASTA) indicated preparation was sufficient, since they saw no need for a specialized high school curriculum for training travel counselors. However, only 277 responses to the questionnaire were received, and four-fifths of the population surveyed is located in the immediate New York City area, so caution must be used in interpreting the data. Data tables were compiled citing the number of reporting agencies by staff size, the number and types of employees, location from which travel counselors are drawn, the relationship of education to the travel industry, and skills needed by travel counselors. It was concluded that related distnibutive education subjects, as now being taught, could be made more applicable to the training of travel counselors. (AG)

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FINAL REPORT

Travel Agency Survey

February 1974

The University of the State of New York

THE STATE EDUCATION DEPARTMENT

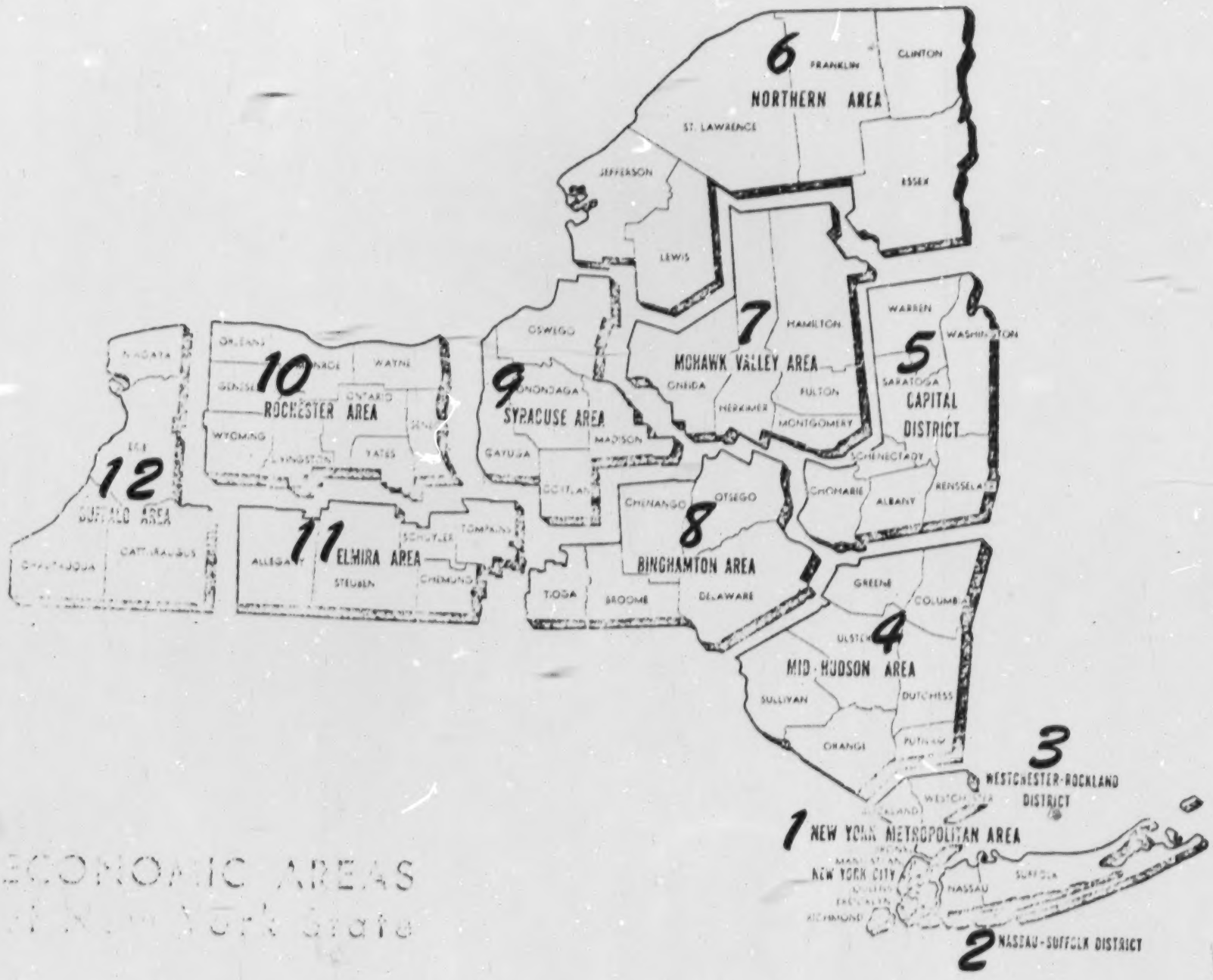
Bureau of Occupational
Education Research

Bureau of Distributive
Education

Albany, New York 12224

CE001405

Figure 1



ECONOMIC AREAS
of New York State

TRAVEL AGENCY SURVEY

Background:

During the late Winter of 1973, members of the New York State Education Department, Bureau of Distributive Education, after consultation with officers of the American Society of Travel Agents (ASTA), requested staff cooperation of the Bureau of Occupational Education Research on a proposed research project. The objective of the study was to be the determination of the specific employee preparatory needs and career opportunities of travel counselors within the the travel industry.

The development and improvement of occupational programs that prepare secondary school students to enter distribution and marketing careers would be the ultimate goal. A survey instrument was cooperatively developed in an attempt to answer the question: "Are the present secondary programs in New York State providing sufficient career information and adequate preparation for young people to obtain employment in the travel industry?"

All 725 New York State member agencies of ASTA were sent a questionnaire (Appendix A) in May, 1973. A second mailing took place four weeks later to the 535 that had not responded to the initial contact.

At a subsequent time, the representative of Distributive Education divided the State into 12 regions on the basis of geographical location as depicted in Figure 1. The 725 ASTA agencies contacted were assigned to their geographical region; returned questionnaires were regrouped into these assigned disignations. Hand tallies of all items were made on these regional subdivision, as well as groupings by size of agency. (Size was determined by the number of employees within each firm).

It should be noted that the low percentage of returned questionnaires created a problem in the statistical treatment of the data. All responses reported have not been verified as to their validity: the data reflect the responses as reported by the agency personnel.

The reader should keep in mind that almost two-thirds (64.3 percent) of the agencies surveyed are located in the New York Metropolitan area (Region 1). Slightly more than 16 percent are in the Nassau-Suffolk area (Region 2). Therefore, over four-fifths of the population is located in the immediate New York City area.

Table 1 displays the numerical regional distribution of ASTA member agencies contacted and responsive. The number of responding agencies is also regionally depicted as percentages based on: (1) the number that had been contacted within the particular region; (2) the total number (725) of agencies contacted; and (3) the total number (277) of respondents.

The directions that were printed at the beginning of the survey instrument instructed the subjects (owner/managers) not to consider themselves as employees when responding to the items. Subjects were directed to make a "good guess" when they did not know an answer, or to "leave it blank."

Table 1

ASTA POPULATION, BY GEOGRAPHICAL REGION, CONTACTED AND RESPONDING TO SURVEY QUESTIONNAIRE

REGION		ASTA MEMBERS					
		Contacted		Responding			
No.	Area	No.	% of Total	No.	% of Region	% of Total N Contacted	% of Total N Responding
1	New York Metropolitan	466	64.3	137	29	18.9	49.5
2	Nassau-Suffolk	119	16.4	65	54	8.9	23.5
3	Westchester-Rockland	47	6.5	22	46	3.0	7.9
4	Mid-Hudson	17	2.3	11	64	1.5	4.0
5	Capital District	15	2.1	9	60	1.2	3.2
6	Northern	5	0.7	2	40	0.3	0.7
7	Mohawk Valley	7	1.4	4	57	0.6	1.4
8	Binghamton	5	0.7	5	100	0.1	1.8
9	Syracuse	10	1.4	7	70	1.0	2.5
10	Rochester	14	1.9	6	42	0.8	2.2
11	Elmira	4	0.6	3	75	0.4	1.1
12	Buffalo	12	1.7	6	50	0.8	2.2
	TOTAL	725	100.0	277*	--	36.7	100.0

* 4 additional returns unuseable

Results:

One hundred seventy-three of those responding to question one noted that their agencies were located in an urban setting; 97 surburban; seven rural. Twelve of the respondents did not indicate the number of employees presently employed their firms.

It should be noted that all subjects did not respond to all 17 items. Many respondents did not fully rank the components listed in questions three and 14; but preferred to indicate only the "most" and the "least."

Item two of the instrument instructed the owner/manager to "indicate the number of employees presently (normally) employed by your firm according to job description." Table 2 has been designed to demonstrate the total number of agencies by size in each of the twelve regions. Agency size throughout the report has been defined as the total number (response 2g) of employees employed by each individual firm; and then these data were grouped (sized) by this common denominator.

As anticipated, the New York Metropolitan area (Region 1) agencies that responded to the questionnaire ran the gamut in size from one-man operations through a firm employing 650 individuals. Approximately 50 percent of the total respondents were from Region 1 (refer table). The largest number of agencies are not only located in Regions 1, 2, and 3, but the greatest diversification as to the size of the agencies is found in them.

Table 2 also indicates that there are relatively few one-man agencies. Of the 275 agencies represented 72.7 percent are in the 2-to 10 size group. These agencies employ 48 percent of the entire work force and 55.5 percent of all travel counselors. These figures are not presented to be misleading, however, the reader must keep in mind that the two largest respondent travel agencies have been excluded from this representation and will be discussed in a following section.

Again it is stressed that the respondents from each agency did not always respond to each and every item on the form. A grand total of 281 forms were returned with some indication of having been viewed by the intended receiver. However, four of these responses contained such little information that they were ruled "unuseable" at the onset of the data analyses.

A break-down displaying the type of employees presently employed is given in Table 3. The listed job title of "travel counselor" was indicated as accounting for 36.7 percent of the total work force (exclusi e of the two exceedingly large agencies); "outside sales personnel" 24.1 percent; "department managers" 12.8 percent.

It should be pointed out that a limitation of the study was the deletion of the job title definition. Some respondents indicated that their firm employed more managers than counselors. In many instances the individuals

Table 2

NUMBER OF REPORTING AGENCIES WITHIN THE 12 REGIONS BY STAFF SIZE

REGION		AGENCY SIZE*																			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16-20	21-30	31-50	Total No. **	
No.	Area	Number of Agencies																		Agencies	Employees
1	New York Metropolitan	3	8	6	9	14	14	10	11	7	7	5	8	4	4	1	11	6	8	136	2,492
2	Nassau-Suffolk	-	2	4	7	7	7	8	4	2	6	1	4	2	2	2	5	1	-	64	551
3	Westchester-Rockland	-	1	2	2	4	3	2	1	3	1	1	1	-	-	-	-	1	-	22	159
4	Mid-Hudson	-	1	-	-	-	2	5	-	-	2	-	-	-	-	1	-	-	-	11	84
5	Capital District	-	-	-	2	1	1	2	3	-	-	-	-	-	-	-	-	-	-	9	57
6	Northern	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	2	12
7	Mohawk Valley	-	1	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	4	16
8	Binghamton	-	-	-	2	-	-	-	1	-	-	-	1	1	-	-	-	-	-	5	41
9	Syracuse	1	1	-	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	7	30
10	Rochester	-	1	1	2	-	-	-	-	1	-	-	-	-	-	-	1	-	-	6	41
11	Elmira	-	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	3	19
12	Buffalo	-	1	-	2	-	-	-	1	-	2	-	-	-	-	-	-	-	-	6	38
	TOTAL	4	16	14	28	30	29	30	22	13	18	7	14	7	6	4	17	8	8	275	3,540

* Indicated by total number of full-time employees per agency.
** Exclusive of two firms employing 440 and 650.

Table 3

NUMBER AND TYPES OF EMPLOYEES PRESENTLY EMPLOYED BY SIZE OF TRAVEL AGENCY

	AGENCY SIZE																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16-20	21-30	31-50	Total
Number of Reporting Agencies	4	16	14	28	30	29	30	22	13	18	7	14	7	6	4	17	8	8	275
Type of Employee	NUMBERS EMPLOYED																		
Department Manager(s)	1	3	7	20	27	21	19	25	14	25	6	24	14	7	5	36	23	41	318
Travel Counselor(s)	0	17	20	52	68	75	90	75	42	64	27	50	21	28	26	89	69	93	906
Outside Sales Personnel	1	1	5	14	26	37	62	29	38	55	38	52	[illegible]	32	11	69	70	36	599
Ticket Clerk(s)	0	7	1	10	9	19	22	15	8	12	1	11	13	8	9	26	10	15	196
Clerk-Typist(s)	0	1	6	5	7	13	13	14	5	15	2	20	6	4	4	46	27	29	217
Others (Messengers, etc.)	0	2	3	4	9	17	11	14	10	9	5	11	14	5	5	37	15	77	248
Total Employees	2	31	42	105	146	182	217	172	117	180	79	168	91	84	60	303	214	291	2484

Table 4

Sources From Which Travel Counselors Are Drawn Into Present Industry by Geographic Region and Rank

Geographic Region	Sources																										
	Airlines & Other Principles					Other Travel Agencies					High School Placement Referrals					College Placement Referrals					Others					TOTAL				
	Rank *																										
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1 New York Metropolitan (N=138)	23	28	6	3	4	54	15	3	3	1	6	2	7	9	14	6	3	6	9	11	37	16	8	1	3	126	64	30	25	33
2 Nassau - Suffolk (N= 65)	14	8	7	2	2	25	11	1	0	2	6	0	1	6	9	1	1	4	0	2	22	5	4	0	2	68	25	17	8	17
3 Westchester - Rockland (N= 22)	1	2	0	0	0	8	4	1	0	0	2	1	0	1	1	1	1	0	1	1	9	2	2	0	0	21	10	3	2	2
4 Mid-Hudson (N= 11)	1	0	1	1	3	2	1	1	1	1	0	0	1	0	2	1	1	0	0	1	6	2	1	0	1	10	4	4	2	8
5 Capital District (N= 9)	1	2	1	0	1	3	2	0	0	1	0	0	1	0	1	0	0	0	1	1	4	1	0	0	0	8	5	2	1	4
6 Northern (N= 2)	0	2	0	0	0	1	0	0	0	1	0	0	1	1	0	0	0	1	0	0	1	0	0	0	0	2	2	2	1	1
7 Mohawk Valley (N= 4)	1	2	0	0	0	2	2	0	0	0	0	0	2	0	0	1	0	0	2	0	0	0	0	0	1	4	4	2	2	1
8 Binghamton (N= 5)	4	1	0	0	0	0	3	0	1	0	0	0	1	0	1	0	0	0	0	2	2	0	1	0	0	6	4	2	1	3
9 Syracuse (N= 7)	4	0	0	0	0	1	2	0	0	0	0	0	1	1	1	0	0	1	1	0	0	0	0	0	1	5	2	2	2	2
10 Rochester (N= 6)	0	1	2	0	0	2	1	2	0	0	0	0	0	2	1	0	0	0	0	3	2	0	0	0	0	4	2	4	2	4
11 Elmira (N= 3)	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	2	0	0	4	2	2	0	0
12 Buffalo (N= 6)	3	1	0	0	0	3	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	1	0	0	0	9	2	0	0	0
Total (N=278)	53	48	17	6	10	102	42	8	5	6	15	3	15	20	30	11	6	12	14	21	86	27	18	1	8	267	126	70	46	75

* #1 = Most frequent source
#5 = Least frequent source

completing the form took time to indicate the multifaceted duties performed by their employees. This is demonstrated in Table 3 when for example out of the 28 agencies that employ four individuals each only five of these same agencies employ a clerk-typist.

The reader must also be careful when interpreting the data presented. One could take the 906 travel counselors reported as employed and divide that number by the 275 reporting agencies to conclude that 3.3 counselors are employed per agency. This number could be misleading. A more accurate inference could be drawn by taking for example, the 30 agencies each employing seven people that reported 90 counselors and noting that roughly each agency employed three counselors or that of the 217 employees in this group size 41.5 percent are counselors. It should be remembered that the primary purpose for Tables 2 & 3 is to give the reader a clearer definition of the respondent sample.

In item three, agency representatives were asked to RANK (#1 most frequent, #5 least frequent) a list of five possible sources from which their employees are drawn. The majority of respondents failed to rank all the sources, but did indicate the most frequent field from which their employees are attracted(Table 4.)

The most frequent source (37.3 percent) from which employees are drawn are "other travel agencies." Table 5 does note in agencies of Size 6, 7 and 16 to 20 that more individuals come from "airlines and other principles." This category was ranked as the second specific source from which travel agency manpower is drawn. (This survey was conducted pre-energy crises; before airline lay-offs.) The non-exclusive category labled "other" was noted as a primary source by 66 of the 212 respondents. School placement services ranked lowest.

Question #4 asked: "How many years has your agency been in business?" and Question #11 sought data regarding the "average" number of years that travel counselors have remained with the particular firm. The responses from these two questions have been plotted against each other and displayed in Figure 2 .

Responses to Questions #5, #6, #7, #8, and #9 are grouped by Size of Agency and Region and shown in Table 6 . The number of agencies reporting (as shown at the top of the table) in each size grouping remained constant, though the frequency of response (vs no response) varied from question to question.

A high school diploma or equivalency certificate (question #5) is a requirement for employment by 61.4 percent of the 267 reporting agency representatives. Regions 1 and 2 had the greatest percentage (44.4% and 40.9% respectively) reporting that this educational requirement was not necessary for employment. The larger agencies do not require

Figure 2

Average Counselor Longevity vs. Age of Employing Firm
(in years)

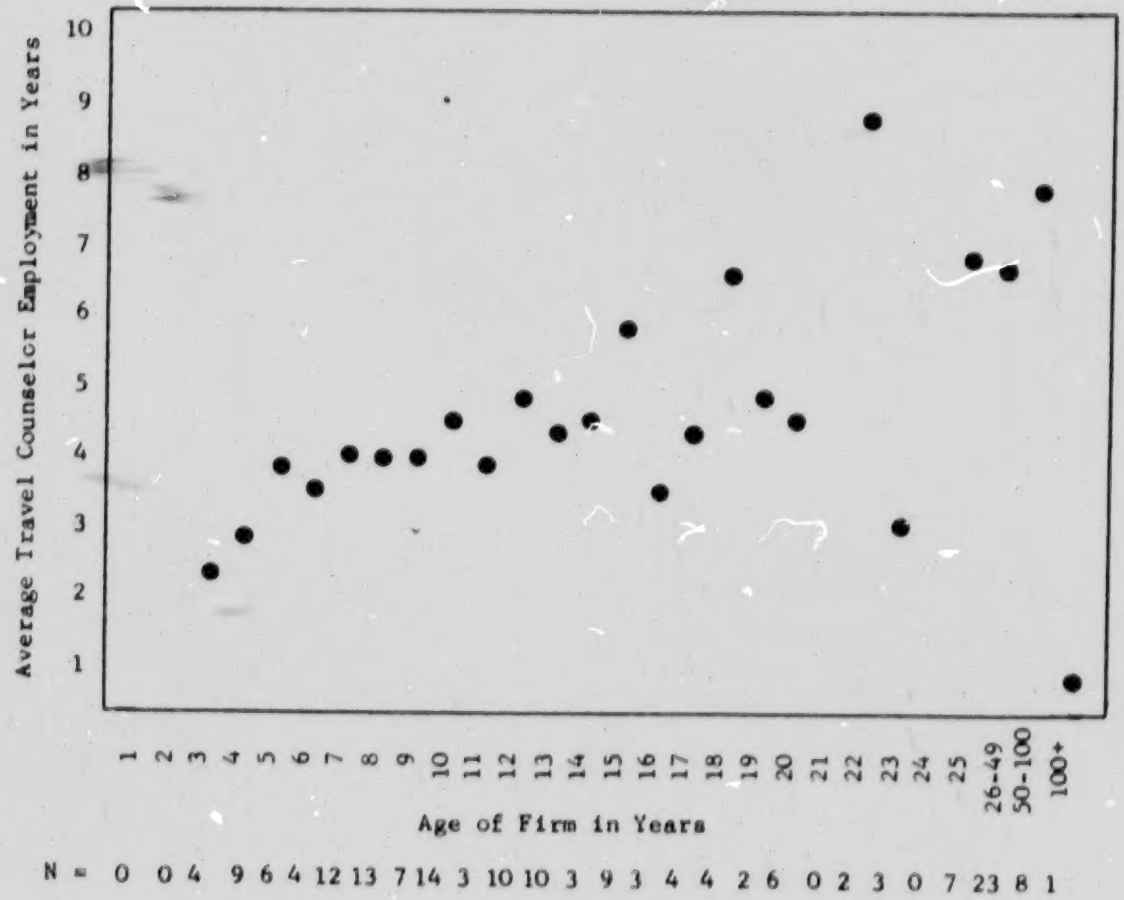


Table 5

SOURCES FROM WHICH TRAVEL COUNSELORS ARE DRAWN
AS INDICATED BY SIZE OF PRESENT EMPLOYING AGENCY

SOURCES	EMPLOYING AGENCY SIZE																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16-20	21-30	31-50	Total
Airlines & Other Principles	0	4	2	5	2	5	9	3	3	2	0	1	0	1	2	7	0	2	48
Other Travel Agencies	1	5	15	10	4	4	5	3	9	3	1	3	0	3	1	5	4	3	79
High School Placement Referrals	0	1	0	1	2	2	2	0	0	1	0	0	0	0	1	0	0	0	10
College Placement Referrals	0	1	1	2	1	1	1	0	1	0	0	1	0	0	0	0	0	0	9
Other	0	4	7	10	6	5	9	3	0	6	1	2	3	1	2	5	2	0	66
TOTAL	1	15	25	28	15	17	26	9	13	12	2	7	3	5	6	17	6	5	212

* Primary source (ranked first) shown only.

Table 6

RELATIONSHIP OF EDUCATION TO TRAVEL INDUSTRY
(Questions 5-9)

Question Item	Reg. No.	SIZE OF AGENCY																				TOTAL	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16-20	21-30	31-50				
		NUMBER OF AGENCIES REPORTING																					
		4	16	14	28	30	29	30	22	13	18	7	14	7	6	4	17	8	8				
		RESPONSES																					
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
High school diploma or equivalency certificate required of all applicants	1	2	1	7	1	6	0	5	3	10	4	7	7	5	5	5	6	5	2	2	5	4	1	3	4	3	1	2	2	-	-	4	7	2	4	2	6	74	59
	2	-	-	1	1	1	2	3	3	3	3	3	5	4	4	0	0	2	4	2	1	0	4	0	1	1	2	0	1	1	2	3	1	0	-	-			36	25
	3	-	-	1	0	2	0	2	0	2	2	3	0	1	1	1	0	3	0	0	1	0	1	1	0	-	-	-	-	-	-	-	-	1	0	-	-			17	5
	4	-	-	0	1	-	-	-	-	-	-	0	2	4	1	-	-	-	-	2	0	-	-	-	-	-	-	-	-	0	1	-	-	-	-	-	-			6	5
	5	-	-	-	-	-	-	1	1	0	1	1	0	1	1	3	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			6	3
	6	-	-	-	-	-	-	-	-	1	0	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			2	-
	7	-	-	1	0	1	0	1	0	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			4	-
	8	-	-	-	-	-	-	2	0	-	-	-	-	-	-	1	0	-	-	-	-	-	-	0	1	1	0	-	-	-	-	-	-	-	-	-	-			4	1
	9	1	0	1	0	-	-	1	0	1	1	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			6	1
	10	-	-	1	0	0	1	1	0	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			3	2
	11	-	-	-	-	-	-	-	-	1	0	1	0	-	-	0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			2	1
	12	-	-	1	0	-	-	1	0	-	-	-	-	-	-	1	0	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			4	1
	Total	3	1	13	3	10	3	17	7	18	12	20	12	19	12	15	7	9	4	9	9	5	2	8	5	5	2	4	2	1	2	6	11	4	4	2	6	164	103
Occupational preparation for employment in the travel industry should be available at the high school level	1	2	1	6	2	6	0	6	3	11	3	11	3	5	5	8	2	6	1	5	2	5	0	5	3	2	1	3	1	1	0	9	2	5	1	6	1	102	31
	2	-	-	1	0	2	1	6	0	4	2	4	2	7	1	2	2	2	0	2	4	0	1	4	0	2	0	2	0	0	2	3	2	1	0	-	-	42	17
	3	-	-	1	0	2	0	1	1	3	1	2	1	2	0	1	0	1	2	1	0	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-	16	5
	4	-	-	1	0	-	-	-	-	-	-	2	0	3	2	-	-	-	-	2	0	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	9	2
	5	-	-	-	-	-	-	2	0	1	0	1	0	0	2	3	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	2
	6	-	-	-	-	-	-	-	-	1	0	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
	7	-	-	1	0	1	0	0	1	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1
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	9	1	0	1	0	-	-	1	0	1	1	0	1	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2
	10	-	-	-	-	0	1	1	0	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	3	1
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	Total	3	1	12	3	11	2	21	5	22	7	21	7	20	10	17	4	10	3	11	7	6	1	11	3	5	1	5	1	2	2	13	4	6	1	6	1	202	63
Available to offer advice & consultation to SED staff in developing a preparatory travel industry program	1	0	3	4	4	3	3	6	3	6	8	9	4	6	3	8	3	3	4	4	3	3	2	5	3	2	2	2	2	0	1	6	4	4	2	5	3	76	57
	2	-	-	1	1	3	1	3	3	5	2	5	2	3	6	3	0	0	2	5	1	0	1	4	0	2	0	2	0	0	2	2	3	1	0	-	-	39	24
	3	-	-	1	0	2	0	2	0	4	0	2	0	2	0	0	1	2	1	0	1	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-	17	3
	4	-	-	1	0	-	-	-	-	-	-	2	-	2	2	-	-	-	-	2	0	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	8	2
	5	-	-	-	-	-	-	1	1	1	0	-	-	1	1	3	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	2
	6	-	-	-	-	-	-	-	-	-	0	1	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	7	-	-	1	0	1	0	1	0	4	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
	8	-	-	-	-	-	-	2	0	-	-	-	-	-	-	1	0	-	-	-	-	-	-	0	1	1	0	-	-	-	-	-	-	-	-	-	-	4	1
	9	0	1	-	-	-	-	1	0	1	1	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	2
	10	-	-	0	1	0	1	1	0	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	3	2
	11	-	-	-	-	-	-	-	-	1	0	0	1	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
	12	-	-	1	0	-	-	2	0	-	-	-	-	-	-	0	1	-	-	2	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1
	Total	0	4	9	6	9	5	19	7	18	12	19	7	17	13	16	5	6	7	13	5	4	3	10	4	5	2	4	2	1	3	9	7	5	2	5	3	169	96

Table (Cont.)

Question Item	Reg. No.	SIZE OF AGENCY																														TOTAL	
		1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		16-20		21-30		31-50			
		NUMBER OF AGENCIES REPORTING																																	
		4		16		14		28		30		29		30		22		13		18		7		14		7		6		4		17		8		8			
		RESPONSES																																	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
Available to offer advice & consultation to the local teachers in developing a preparatory travel industry program	1	0	3	4	4	3	3	7	2	5	8	8	4	4	5	8	3	2	5	4	3	3	2	7	1	1	3	2	2	0	1	6	4	4	2	5	2	73	57
	2	-	-	1	1	4	0	4	2	5	2	5	2	5	3	3	0	1	1	6	0	0	1	4	0	2	0	2	0	0	2	3	2	1	0	-	-	46	16
	3	-	-	1	0	2	0	2	0	3	1	2	0	2	0	1	0	2	1	0	1	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-	17	3
	4	-	-	1	0	-	-	-	-	-	-	2	0	3	1	-	-	-	-	2	0	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	9	1
	5	-	-	-	-	-	-	2	0	1	0	1	0	1	1	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	3
	6	-	-	-	-	-	-	-	-	1	0	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-
	7	-	-	1	0	1	0	1	0	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-
	8	-	-	-	-	-	-	2	0	-	-	-	-	-	-	1	0	-	-	-	-	-	-	0	1	1	0	-	-	-	-	-	-	-	-	-	-	4	1
	9	1	0	-	-	-	-	1	0	1	0	0	1	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1
	10	-	-	0	1	1	0	1	0	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	1	0	-	-	-	-	4	1
	11	-	-	-	-	-	-	-	-	1	0	1	0	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-
	12	-	-	1	0	-	-	2	0	-	-	-	-	-	-	1	0	-	-	2	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-
	Total	1	3	9	6	11	3	22	4	17	11	19	7	18	10	16	5	6	7	14	4	4	3	12	2	4	3	4	2	1	3	10	6	5	2	5	2	178	83
Willing to cooperate in a work-study program with a local high school by employing students part-time	1	0	2	2	6	2	4	4	3	4	8	4	9	1	6	7	3	1	5	2	4	1	3	5	3	1	2	0	4	-	-	2	7	4	2	5	1	45	73
	2	-	-	1	1	2	2	5	1	3	3	3	3	3	6	1	1	0	2	1	5	1	0	3	1	1	1	2	0	0	2	1	4	0	1	-	-	27	33
	3	-	-	1	0	1	1	0	1	1	2	3	0	2	0	1	0	1	1	0	1	1	0	0	1	-	-	-	-	-	-	-	-	-	-	-	-	11	7
	4	-	-	1	0	-	-	-	-	-	-	2	0	0	3	-	-	-	-	2	0	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	6	3
	5	-	-	-	-	-	-	1	1	1	0	-	-	0	1	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
	6	-	-	-	-	-	-	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
	7	-	-	-	-	0	1	0	1	-	-	-	-	0	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	8	-	-	-	-	-	-	2	0	-	-	-	-	-	-	1	0	-	-	-	-	-	-	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	3
	9	1	0	0	1	-	-	1	0	0	1	0	1	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-
	10	-	-	1	0	1	0	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3
	11	-	-	-	-	-	-	-	-	1	0	0	1	-	-	1	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0	-	-	-	-	5	-
	12	-	-	1	0	-	-	2	0	-	-	-	-	-	-	0	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1
	Total	1	2	7	8	6	8	16	7	11	14	12	14	7	17	12	7	3	8	6	11	3	3	9	5	3	3	2	4	1	2	4	11	4	3	5	1	112	128

Table 7

ATTRIBUTES Ok SKILLS NEEDED BY TRAVEL COUNSELORS

ATTRIBUTE OR SKILL	DEGREE NEED — Very Important — Agency Size[1]																			DEGREE NEED — Useful — Agency Size[1]						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				Total	1	2	3	4	5	6
Neat phys. appearance	4	15	12	25	24	23	29	20	10	17	6	12	6	5	4	15	6	7	240	0	0	2	2	6	2
Friendly demeanor	3	15	13	25	29	28	31	20	12	16	7	13	7	5	4	16	7	8	259	1	0	1	1	1	0
Good telephone techniques	4	14	14	23	28	27	30	18	11	17	7	13	7	6	4	16	5	7	251	0	1	0	4	1	1
Orally communicate tech. info.	4	15	14	22	22	27	23	19	11	17	6	13	5	6	4	14	6	8	236	0	0	0	3	7	0
Typing competency	1	3	8	8	12	9	16	7	3	6	3	6	3	1	2	5	4	4	101	3	8	5	14	12	14
Legibility of handwriting	3	11	14	18	16	17	24	9	10	11	5	6	3	2	3	10	5	6	173	1	4	0	7	12	8
Good spatial perception	3	6	5	7	10	10	9	6	5	9	3	4	1	2	1	7	4	6	98	1	7	4	9	6	7
Numerical abil.(percent. & add.)	3	11	10	13	16	22	22	6	7	10	1	7	3	2	3	11	5	4	156	1	4	2	8	8	5
Human psych. & sociology	2	8	3	10	18	12	16	7	2	7	3	4	2	2	1	3	3	1	104	2	7	7	13	9	14
Telex machine operations	0	0	0	0	0	0	2	5	0	0	0	0	2	2	0	1	2	0	12	1	3	5	7	3	11
Computer operations	0	0	0	1	1	0	2	1	0	0	0	2	0	0	2	0	1	0	10	1	3	5	4	6	8
Excellence of Eng. vocab. usage	2	9	8	11	16	20	21	3	4	7	3	3	4	0	3	10	4	5	133	1	6	6	14	12	8
Bilingualism	2	3	6	4	3	3	5	4	0	0	1	4	1	3	0	0	1	0	40	1	10	9	18	16	14
World geography	3	13	11	22	20	19	27	7	5	15	5	7	5	0	4	14	6	7	190	1	2	3	3	5	8
Document ref. (passports, visas)	3	11	8	17	12	16	15	12	7	9	4	5	4	4	2	9	3	6	147	1	5	3	13	13	9
Foreign cur. & travel check info.	2	7	3	4	3	10	6	7	1	2	1	2	2	2	1	5	1	4	63	2	7	9	18	18	13
Insurance procedures & types	1	5	2	2	2	7	7	6	1	1	1	1	0	2	1	3	1	0	43	2	7	9	12	13	11
Customs information	2	4	6	9	6	11	8	6	5	2	0	4	1	2	3	7	2	0	78	2	11	6	11	17	9
World climatic conditions	2	4	4	6	6	12	9	4	5	6	2	3	2	3	2	4	4	2	80	2	10	9	15	19	9
National cultural attractions	1	6	4	8	7	9	12	5	4	6	1	4	0	1	2	4	3	1	78	3	9	10	16	18	14
Time zone changes	2	11	9	13	14	16	16	6	7	8	3	9	4	2	3	11	4	4	142	2	4	4	10	11	8
Transfer numbers accurately	3	14	13	22	19	21	23	10	13	15	5	11	6	2	4	15	8	7	211	1	1	1	3	7	3
Customer contact skills	3	10	7	18	27	23	29	12	14	15	6	6	4	4	4	12	7	6	207	1	5	7	9	3	4
Sales skills	3	14	12	24	25	22	30	16	13	16	6	9	5	4	2	14	8	7	230	1	1	2	3	5	4
Letter & form composition	3	12	10	14	15	18	18	12	6	5	4	4	2	5	2	12	5	6	153	1	1	4	8	10	8
Technical knowledge (travel forms, guides, tickets, tariffs)	3	12	11	20	23	23	22	13	10	15	5	11	4	2	4	12	6	7	203	0	3	3	5	6	3
Other (stated but no degree)	0	3	1	2	2	4	4	2	1	4	4	0	3	5	4	2	1	0	42						

1. Two agencies (440 and 650) handled separately.

INDICATED BY DEGREE BY SIZE OF AGENCY

DEGREE NEEDED																														
But Not Necessary													Not Important																		
Agency Size													Agency Size																		
7	8	9	10	11	12	13	14	15				Total	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15				Total	G. T.
2	1	3	1	1	1	1	1	0	2	1	1	27	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	268
0	0	1	2	0	0	0	1	0	1	0	0	9	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	269
1	3	2	1	0	0	0	0	0	1	2	1	18	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2	271
5	2	1	1	1	0	2	0	0	2	1	0	25	0	0	0	1	0	0	2	0	0	0	0	0	0	0	0	0	0	0	3	264
11	13	8	11	3	8	3	4	2	12	1	4	136	0	3	1	4	6	5	3	1	1	1	1	0	1	1	0	0	1	0	29	266
7	8	1	7	2	7	4	3	1	6	1	2	81	0	0	0	1	1	2	0	3	1	0	0	1	0	1	0	1	0	0	11	265
12	8	1	5	3	7	3	2	1	5	1	2	84	0	1	2	4	8	4	6	2	5	2	1	2	0	1	0	3	1	0	42	224
7	8	5	7	5	4	2	4	1	5	3	3	82	0	0	1	2	3	0	1	1	0	0	1	0	1	0	0	1	0	1	12	250
13	8	0	8	4	4	3	1	1	12	3	6	125	0	0	3	4	4	1	1	0	1	1	0	4	1	2	1	1	1	1	26	255
4	[illegible]		5	2	2	3	1	1	4	2	7	68	3	12	7	19	25	16	24	6	11	13	5	10	2	5	3	12	3	1	177	257
4	4	1	3	2	2	1	1	0	6	1	3	55	3	12	7	20	23	18	24	11	11	11	5	8	6	6	2	11	5	5	188	253
7	6	3	10	4	8	1	0	1	6	2	3	98	1	0	0	0	3	0	3	7	2	0	0	1	2	1	0	1	1	0	22	253
18	10	11	13	5	4	1	1	2	11	6	5	155	1	2	1	2	9	9	8	1	1	4	1	4	5	2	2	5	0	3	60	255
4	2	0	2	1	5	2	2	0	3	1	1	56	0	0	0	2	1	0	0	3	0	0	1	1	0	0	0	0	0	0	8	254
13	3	3	5	2	6	2	0	2	6	4	1	91	0	0	3	2	6	2	3	2	2	3	1	1	1	2	0	0	3	1	29	267
20	8	8	12	5	9	3	2	3	11	6	3	157	0	1	2	4	9	4	5	2	4	3	1	1	2	3	0	1	0	1	43	263
16	8	9	10	5	9	3	3	2	11	5	3	138	1	3	3	12	15	9	8	4	3	6	1	2	4	3	1	3	1	1	80	261
16	7	6	10	4	6	4	2	1	6	5	5	128	0	0	2	6	8	7	7	4	2	5	3	2	2	2	0	3	0	3	56	262
18	10	7	8	5	6	3	1	2	11	2	4	141	0	1	1	5	6	6	3	3	1	3	0	3	2	3	0	1	1	1	40	261
15	9	5	7	6	8	6	2	2	10	3	5	148	0	0	0	3	6	4	4	2	3	4	0	1	1	1	0	2	1	1	33	259
14	9	5	5	4	3	3	2	1	4	1	2	92	0	0	1	3	7	3	2	1	0	4	0	0	0	1	0	1	3	1	27	261
6	8	1	2	2	1	1	1	0	1	0	0	39	0	0	0	0	3	0	2	0	0	0	0	0	0	0	0	0	0	0	5	255
2	2	0	2	1	6	3	0	0	4	1	1	51	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	3	261
1	0	1	1	1	3	2	0	1	2	0	0	28	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	259
13	2	2	11	3	7	5	1	1	3	2	2	87	0	2	0	3	3	2	0	2	1	1	0	1	0	0	0	1	0	0	16	256
6	4	2	2	1	2	3	1	0	4	0	0	45	0	0	0	2	1	1	0	0	1	0	1	0	0	0	1	0	0	0	7	255
																																42

this evidence of formal academic achievement. This generalization is supported by the forty-three participating agencies in size groups 15 and above that reported 50 to 75 percent of them do not have this requirement for employment.

The majority of those reporting (76.2 percent) "believe an occupational preparation for employment in the travel industry should be available at the high school level." Of those reporting, 63.8 percent said they would "be available to offer advice and consultation to the State Education Department staff" and 67.2 percent would cooperate in the same manner with"...local high school teachers" in developing an occupational preparation program.

Two hundred and forty agency representatives responded to question nine. Less than half of these respondents (42.3 percent) were willing to cooperate in a work-study program.

Respondents from Regions 1 and 2 comprise 74.2% of the subjects answering question nine. Of the 178 representatives of these regions, 40.4 percent are willing to cooperate in a work-study program. This may also be interpreted as 30.0 percent of the total sample who are willing to participate are in these same two geographical locations.

Only six of the 242 respondents to questions #10 reported that the minimum age of a travel counselor hired by their agency was under 18 years of age. All of these agencies were located in New York City (Region 1). A minimum hiring age of 18 years was reported by 24.8 percent of the respondents; 22.3 percent designated 21 years as the minimum hiring age. Only five respondents indicated the minimum age to be 40 years or more; another 22 indicated that the travel counselors they had hired had a minimum age of between 26 and 35 years.

Each agency representative was asked to indicate the importance of a list of skills or attributes that a travel counselor applicant should possess. Those skills or attributes are listed in Table 7 . For ease of reading the data has been presented by size group and degree of importance i.e., "very important", "useful but not necessary", or "not important."

Table 7 contains a large volume of information and the reader's attention is specifically directed to this presentation. By reading across the line of each attribute, the reader will gain an understanding of how the particular attribute or skill is rated by the agencies in the 18 size groups reporting. Reading down the columns, a cognizance of how all the attributes are rated by the agencies within each size group. The "TOTAL" columns give an overall view for comparison purposes.

A companion visual display, Table 8, of this same data was prepared depicting the responses grouped by geographic region. It was originally thought that different regions would have different needs - as indicated by a variance in

the degree attributed to the skills noted. In general, this assumption proved wrong. As in the case of the agency size groupings; no significant differences seem evident.

Of the items listed in question 14, experience in insurance or real estate sales was ranked as the most helpful previous work experience for prospective travel counselors. Respondents indicated the least helpful type of previous work experience to be cashering drug stores, theaters, or restaurants.

When queried regarding any additional skills necessary for a career in the travel industry THAT high schools could occupationally prepare students in, 115 respondents did not answer this particular question, another 114 replied there were others. The 55 respondents who noted additional skills could be grouped, by responses, into those who believed reading, comprehension, and retention were of import; willingness to work, attention to detail, neatness of person and appropriateness of dress, courtesy and respect but above all maturity. Academic subjects noted were history, economics, bookkeeping, language and typing.

Several respondents noted involvement with, or existence of, several preparatory programs presently in operation. The Nassau County Board of Cooperative Education and the Division of Continuing Education, State University of New York at Buffalo (see Appendix B) offer travel and tour guide occupational programs. The New York State A.S.T.A. also has a curriculum developed and offers classes for novice travel counselors.

The travel agency representatives were asked to make projections regarding the number of travel counselors that would be employed by their firms 5 and 10 years from now. The responses to the ten year projection were so few that the data will not be reported. There is no anticipated growth in the next five years as reported by 69 agencies. Twenty of the smaller agencies, those that presently employ from 1 to 5 travel counselors, predict a doubling of their counseling staff within the five year period. One additional counselor is predicted by 49 agency managers; two additional by another 31 managers.

The responses made by two of the largest employers of travel industry personnel were purposely deleted from the foregoing discussion. Due to the drastic differences in their organizational configurations when compared to the other agencies, it was deemed appropriate to discuss their responses separately. One firm employs 440 employees; the other 650: both have a multiple office structure.

Managers from these agencies reported that the most frequent source from which personnel are drawn are walk-ins and other travel agencies. A high school diploma, or equivalent, is not necessary for employment. One firm would be willing to cooperate in a curriculum advisory role with educators; the other would

Table 8

ATTRIBUTES OR SKILLS OF TRAVEL COUNSELORS INDICATED BY AGENCIES AS NEEDED BY GEOGRAPHIC REGION

ATTRIBUTE OR SKILL	Degree*	GEOGRAPHIC REGION												
		1 N=138	2 N= 65	3 N= 22	4 N= 11	5 N= 9	6 N= 2	7 N= 4	8 N= 5	9 N= 7	10 N= 6	11 N= 3	12 N= 6	Total
		Number Responding												
a. Neat phys. appearance	a.	118	59	20	10	9	2	4	5	7	6	2	6	248
	b.	18	5	2	0	0	0	0	0	0	0	0	0	25
	c.	1	0	0	0	0	0	0	0	0	0	0	0	1
b. Friendly demeanor	a.	132	61	21	10	9	2	4	5	6	5	2	5	262
	b.	4	2	1	0	0	0	0	0	1	1	0	0	9
	c.	1	0	0	0	0	0	0	0	0	0	0	0	1
c. Good telephone techniques	a.	124	61	22	9	9	2	4	3	7	5	2	6	254
	b.	11	3	0	1	0	0	0	2	0	1	0	0	18
	c.	2	0	0	0	0	0	0	0	0	0	0	0	2
d. Orally communicate tech. info.	a.	125	54	19	10	7	2	3	5	7	5	2	5	244
	b.	12	5	3	0	1	0	1	0	0	1	0	1	24
	c.	0	1	0	0	0	0	0	0	0	0	0	0	1
e. Typing competency	a.	51	19	10	3	2	0	1	1	3	2	0	1	93
	b.	73	33	12	6	5	2	2	2	3	4	2	3	149
	c.	11	12	0	1	3	0	1	2	1	0	0	1	30
f. Legibility of handwriting	a.	79	43	16	7	5	2	4	3	6	4	2	3	174
	b.	46	16	6	3	4	0	0	2	1	2	0	2	82
	c.	8	3	0	0	0	0	0	0	0	0	0	0	11
g. Good spatial perception	a.	46	23	5	4	2	0	1	1	6	4	1	4	97
	b.	42	21	7	2	1	1	2	2	0	0	1	1	80
	c.	23	11	6	3	1	1	1	1	1	1	0	1	50
h. Numerical abil. (percent. & add.)	a.	73	41	17	10	6	1	2	3	3	3	2	3	164
	b.	51	19	3	0	2	1	1	1	1	2	0	2	83
	c.	12	1	2	0	0	0	1	1	0	1	0	0	18
i. Human psych. & sociology	a.	54	26	11	5	4	0	3	2	4	2	0	3	114
	b.	66	33	10	4	4	1	1	2	2	2	2	3	130
	c.	13	4	0	0	1	1	0	1	1	2	0	0	23
j. Telex machine operations	a.	4	1	0	1	0	0	0	0	0	0	0	0	6
	b.	36	16	6	1	0	0	1	1	1	3	0	1	66
	c.	91	44	15	7	9	2	3	4	5	3	2	4	189
k. Computor operations	a.	3	3	1	1	0	0	0	0	0	0	0	0	8
	b.	22	14	8	1	1	0	1	0	0	2	1	3	53
	c.	105	44	13	7	8	2	3	5	6	4	1	2	200
l. Excellence of Eng. vocab. usage	a.	74	33	14	8	3	0	2	1	6	2	2	3	148
	b.	54	24	7	0	6	2	2	3	0	4	0	2	104
	c.	5	5	0	2	0	0	0	1	1	0	0	0	14

a.= Very Important
b.= Useful but not necessary
c.= Not Important

Table (cont.)

ATTRIBUTE OR SKILL		GEOGRAPHIC REGION												
		1	2	3	4	5	6	7	8	9	10	11	12	Total
		Number Responding												
m. Bilingualism	a.	19	6	1	0	1	0	0	0	2	0	0	0	29
	b.	79	37	15	7	3	1	4	3	4	4	2	4	163
	c.	34	18	4	3	4	1	0	2	0	2	0	1	69
n. World geography	a.	110	45	21	9	6	1	3	5	4	4	2	5	210
	b.	21	18	1	1	3	1	1	0	1	1	0	1	49
	c.	4	0	0	0	0	0	0	0	2	1	0	0	7
o. Document ref. (passports, visas)	a.	75	27	15	4	5	0	3	2	3	3	1	4	142
	b.	38	26	6	5	2	2	1	3	4	1	1	2	91
	c.	18	10	1	1	2	0	0	0	0	2	0	0	34
p. Foreign cur. & travel check info.	a.	38	10	4	2	2	1	0	0	2	1	1	1	62
	b.	70	39	16	6	5	1	4	5	4	3	1	3	157
	c.	24	13	2	2	2	0	0	0	0	2	0	1	46
q. Insurance procedures & types	a.	21	8	2	3	3	0	0	0	2	0	1	0	40
	b.	71	28	17	5	3	2	3	3	1	4	1	4	142
	c.	42	26	3	2	3	0	1	2	1	2	0	1	83
r. Customs information	a.	34	21	12	4	4	1	1	2	2	1	1	2	85
	b.	72	24	7	2	3	1	2	3	3	4	1	2	124
	c.	28	18	2	4	2	0	1	0	1	1	0	1	58
s. World climatic conditions	a.	38	21	9	2	2	0	0	0	4	1	0	3	80
	b.	75	29	11	5	5	2	4	4	2	4	2	3	146
	c.	16	11	2	3	1	0	0	1	1	1	0	0	36
t. National cultural attractions	a.	45	15	7	2	4	0	1	0	3	2	1	4	82
	b.	74	39	13	3	4	1	3	4	4	3	1	2	151
	c.	12	9	2	3	1	1	0	1	1	1	0	0	31
u. Time zone changes	a.	74	35	12	3	4	1	1	3	5	1	2	5	146
	b.	49	18	8	5	3	1	3	2	1	4	0	1	95
	c.	10	9	2	2	2	0	0	0	0	1	0	0	26
v. Transfer numbers accurately	a.	104	54	21	3	8	2	3	5	5	5	2	6	218
	b.	22	7	1	1	0	0	1	0	1	1	0	0	34
	c.	5	1	0	0	1	0	0	0	0	0	0	0	7
w. Customer contact skills	a.	103	48	20	10	7	2	3	3	6	4	2	6	214
	b.	27	14	2	0	2	0	1	0	0	2	0	0	48
	c.	1	1	0	0	0	0	0	0	0	0	0	0	2
x. Sales skills	a.	116	52	21	10	7	1	4	5	7	5	2	6	236
	b.	16	7	1	1	2	1	0	2	0	1	0	0	31
	c.	2	0	0	0	0	0	0	0	0	0	0	0	2
y. Letter & form composition	a.	83	32	14	6	4	0	4	1	5	3	0	3	155
	b.	43	21	8	4	4	2	0	0	1	3	2	1	89
	c.	7	6	0	0	0	0	0	1	1	0	0	1	16
z. Technical knowledge (travel forms, guides, tickets, tariffs)	a.	108	44	19	7	6	1	4	3	5	4	2	5	208
	b.	21	16	2	1	2	1	0	3	0	1	0	1	48
	c.	3	2	1	0	0	0	0	0	0	1	0	0	7

not. Neither would be willing to cooperate in a work-study program. Both agencies rank extensive personal travel experience as the most important previous work experience for prospective travel counselors. The necessary skills and attributes of an applicant noted by these two match very closely those reported for the entire group. A manpower growth prediction ranges from 12 to 15 percent.

Conclusion:

It was initially stated that this survey was an attempt to answer the question: "Are the present secondary programs in New York State providing sufficient career information and adequate preparation for young people to obtain employment in the travel industry?" Contact with employers, the travel agency executives, does not seem to indicate a necessity, nor a strong desire, by the employing agencies for a specialized high school curriculum for the training of travel counselors. Therefore, the data implies an affirmative answer to the question as viewed by one segment of the population served by our educational system.

The first part of the question concerned with "...providing sufficient career information "should perhaps be addressed to both the present and the former high school population. This study did not have discourse with this group at all.

The stated ultimate goal of this research project was for the "...development and improvement of occupational programs..." in this area. The data as reported here does not seem to indicate a need for the development of new distributive education programs for the training of travel counselors. It does, however, suggest that related distributive education subjects, as now being taught, could be made more applicable to the training of travel counselors. It is recommended that the New York State Education Department, Bureau of Distributive Education take the following action:

1. Make high school teachers, students, counselors, and administrators aware of the stated "needs" expressed by employers by disseminating excerpts of this report.
2. Stress the need for not only a team-teaching approach to subject material, but team planning i. e. teachers and employers.
3. Encourage high school cooperative education programs between industries, such as travel agencies, and schools.
4. Enlighten distributive education students regarding the numbers and types of attributes or skills needed in industries employing a few, as well as a majority of them.

APPENDIX A
COOPERATING AGENCIES

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
ALBANY, NEW YORK 12224

ASSOCIATE COMMISSIONER FOR
RESEARCH AND EVALUATION

DIVISION OF RESEARCH
BUREAU OF OCCUPATIONAL EDUCATION RESEARCH
518 474-6386

April 23, 1973

Dear Travel Agent:

The New York State Education Department with the assistance of the American Society of Travel Agents (ASTA) are attempting to determine the specific career opportunities and employee preparatory needs in the travel industry.

The Director of Agency Development and Training for ASTA has cooperated with members of the Bureaus of Distributive Education and Occupational Education Research in the development of the enclosed questionnaire.

The development and improvement of occupational programs that prepare secondary school students to enter distribution and marketing careers is our major concern. Are the present secondary programs in New York State providing sufficient career information and adequate preparation for young people to obtain employment in the travel industry?

Your assistance is needed to tell the story "as it is." Please take 15 minutes from your busy schedule to help us help you. Complete and return the enclosed questionnaire in the prepaid addressed envelope today!

A copy of the final report will be mailed to all respondents. Should you have any questions, please do not hesitate to contact me.

Sincerely,

G. Geraldine Dickson

G. Geraldine Dickson
Associate in Research

GGD/bl
Enclosures

APPENDIX A

ID # _____

TRAVEL AGENCY SURVEY

Name of Proprietor _____

Name of Business _____

Address _____

All responses to this questionnaire will be kept strictly confidential. No individual or business will be identified in any report which may contain data from this survey.

DIRECTIONS: Fill in all parts. If you do not know the answer to a question or cannot make a good guess, leave it blank. Do NOT consider yourself (owner/manager) as an employee when responding.

****

Your agency is physically located in an area best described as:

1. a. ____ urban
   b. ____ suburban
   c. ____ rural

Indicate the number of employees presently (normally) employed by your firm according to job description.

2. a. ____ department manager(s)
   b. ____ travel counselor(s)
   c. ____ outside sales personnel
   d. ____ ticket clerk(s)
   e. ____ clerk-typist(s)
   f. ____ others _____ (name)
   g. ____ total

Your employees have come to the firm from (please RANK - #1 most frequent source, #5 least frequent):

3. a. ____ airlines and other principles
   b. ____ other travel agencies
   c. ____ high school placement referrals
   d. ____ college placement referrals
   e. ____ other _____ (specify)

How many years has your agency been in business? (State number)

4. a. ____ years

A high school diploma or equivalency certificate is required for all applicants.

5. a. ____ yes
   b. ____ no

Do you believe an occupational preparation for employment in the travel industry should be available at the high school level?

6. a. ____ yes
   b. ____ no

Would you be available to offer advice and consultation to the State Education Department staff in developing an occupational preparation for the travel industry?

7. a. ____ yes
   b. ____ no

Would you be available to offer advice and consultation to the local high school teachers in developing an occupational preparation for the travel industry?

8. a. ____ yes
   b. ____ no

Travel Counselor

Would you be willing to cooperate in a work-study program with a local high school by employing (part time) the students enrolled in the travel counselor training program?

9. a. ___ yes
   b. ___ no

The minimum age of a travel counselor hired by your agency is:

10. a. ___ years

Travel counselors have remained with your agency (on the average) for approximately how many years? (State number)

11. a. ___ years

A travel counselor applicant should possess the following skills or attributes (select one response to indicate degree):

1. Very important
2. Useful but not necessary
3. Not important

Neat physical appearance	12. a. ___
Friendly demeanor	b. ___
Good telephone techniques	c. ___
Ability to orally communicate technical information	d. ___
Typing competency	e. ___
Legibility of handwriting	f. ___
Good spatial perception	g. ___
Numerical ability with strength in percentages and addition	h. ___
Knowledge of human psychology and sociology	i. ___
Telex machine operations	j. ___
Basic understanding of computer operations	k. ___
An excellence of English vocabulary usage	l. ___
Bilingualism	m. ___
Basic knowledge of world geography	n. ___
Document reference (passports, visas, etc.)	o. ___
Foreign currency and travel cheque information	p. ___
Insurance procedures and types	q. ___
Customs information	r. ___
Knowledge of world climatic conditions	s. ___
Location of national cultural attractions	t. ___
Awareness of time zone changes	u. ___
Ability to transfer numbers accurately	v. ___
Customer contact skills	w. ___
Sales skills	x. ___
Good letter and form composition	y. ___
Technical knowledge regarding travel forms, guides, tickets, and tariffs	z. ___
Other _____ (specify)	zz. ___

Please look over the above list of skills or attributes and list the letter of the THREE you feel most important.

13. a. ___
    b. ___
    c. ___

The following previous work experiences would be helpful to a travel counselor applicant to have had (please rank 1-most helpful):

Experience clerking in a retail store	14. a. ____
Experience as a door-to-door merchandise salesman	b. ____
Experience in insurance or real estate sales	c. ____
Experience in computing and bookkeeping	d. ____
Extensive personal travel experience	e. ____
Cashiering in drug stores, theaters, or restaurants	f. ____

Projections

How many travel counselors do you realistically project you will have in your employment 5 years from now?

15. a. ____ Travel counselors

10 years from now?

16. a. ____ Travel counselors

Are there any skills not mentioned above that you feel are necessary for a career in the travel industry that high schools can occupationally prepare students in?

17. a. ____ yes
b. ____ no

Please list:

a. _____
b. _____
c. _____
d. _____

Thank you for your help in completing this survey. Please RETURN in the enclosed prepaid envelope by JUNE 30, 1973.

APPENDIX B

Course Outli[ne] — INTERNATIONAL TRAVEL — Fall 1972

Offered by the Division of Continuing Education, State University of New York at Buffalo. This is the first semester of a two-semester course. Fee: $35.

The class meets Tuesday evenings on ten successive weeks from Oct. 10 to Dec. 12, 1972. Classes are held in Building 4230, Room B-4 on the Ridge Lea campus located just off Niagara Falls Blvd. by the Youngmann Expressway. We meet from 8 - 9:50 p.m. Half of each class period is devoted to "how to travel" lecture and discussion, and the other half to specific tourist areas. Pictures of tourist areas are included in each class session. The purpose of the course is to encourage people to travel, to give them specific information about the destinations they will visit, and give them suggestions to enjoy their travels better and c[heap]er the cost of travelling.

The instructor, William Haeseler III has taught this class for four years. He is the President of Certified Travel Tours, a travel agency in North Tonawanda and also writes the "Globetrotting" travel column published weekly in the travel pages of the Buffalo Courier Express.

LECTURE NO. AND DATE	"HOW TO TRAVEL" TOPICS DISCUSSED	"WHERE TO TRAVEL" COUNTRIES DISCUSSED	FILMS SHOWN
1. Oct. 10	About the course. Why people travel. Why some don't.	Japan, Philippines, Hong Kong, Taiwan	Slides
2. Oct. 17	All about travel agents. All about guide books	France, Italy and Luxembourg	Movie
3. Oct. 24	Passports, visas, tourist cards, vaccinations, shots	Chile, Bolivia, Peru Columbia, Ecuador	Slides
4. Oct. 31	Air fares, IATA, group fares Charters, the OAG	Finland, Iceland and Russia	Movie
5. Nov. 7	Going by air, aircraft facts, security, airport taxes	South Africa, Rhodesia Kenya, Uganda, Tanzania	Slides
6. Nov. 14	Going by ship, selecting a cabin, tips, advice on board	Norway, Sweden and Denmark	Slides
7. Nov. 21	Advantages and disadvantages of Cruises. Freighters.	Mexico and Central America	Movie
8. Nov. 28	Abroad on your own. Hotels. The concierge.	Iran, Pakistan, India and Nepal.	Movie
9. Dec. 5	Camping abroad. Renting house or apartment abroad.	Spain, Portugal, Canary Islands	Movie
10. Dec. 12	Renting or buying car abroad. Alpine Motoring Contest.	Israel, Syria, Lebanon	Slides

For registration information, call Division of Continuing Education at 831-4301.

COURSE OUTLINE — INTERNATIONAL TRAVEL — SPRING 1973

Offered by the Division of Continuing Education, State University of New York at Buffalo. This is the second semester of a two semester course. Fee $35.

The class meets Tuesday evenings on ten successive weeks from Jan. 30 to Feb. 6, 1973. Classes are held in Building 4230, Room B-4 on the Ridge Lea campus located just off Niagara Falls Blvd. by the Youngmann Expressway. We meet from 8:15 to 10:05 p.m. Half of each class period is devoted to "How to Travel" lecture and discussion; the other half to specific tourist areas. Pictures are included in each class session. The purpose of the course is to encourage people to travel, to give them specific information about the destinations they will visit, and give them suggestions that will help them enjoy their travels more and cut the cost of traveling.

The instructor, William Wheseler III, has taught this class for four years. He is President of Certified Travel Tours, a North Tonawanda travel agency, and also writes the "Globetrotting" travel column published weekly in the travel pages of the Sunday Courier Express.

LECTURE NO. AND DATE	"HOW TO TRAVEL" TOPICS DISCUSSED	"WHERE TO TRAVEL" COUNTRIES DISCUSSED	FILMS SHOWN
1. Jan. 30	Going by bus, train and plane abroad. Eurailpass.	Venezuela, Brazil Uruguay and Argentina	Slides
2. Feb. 6	Guided tours. Terminology. Advantages, disadvantages	Australia and New Zealand	Slides
3. Feb. 13	Selecting a good tour. Photography abroad.	Great Britain, Holland and Belgium	Movie
4. Feb. 20	Lead your own group and travel for free	North Africa West Africa	Movie
5. Feb. 27	What to take, how to pack. Lost luggage, insurance	Greece, Turkey and Yugoslavia	Slides
6. Mar. 6	Children abroad, students, hostels, youth fares	Tahiti, Fiji Samoa, Hawaii	Slides
7. Mar. 13	Language problems. Dining out on your own.	Poland, Rumania, Hungary, Bulgaria, Czechoslovakia	Movie
8. Mar. 20	Illness abroad Currency problems.	Bermuda and the Caribbean Islands	Slides
9. Mar. 27	Worthwhile souvenirs, Customs duty, allowances	Singapore, Bali, Thailand, China	Movie
10. Apr. 3	Behavior abroad. Final tips for pleasant travel	Germany, Austria Switzerland	Slides

FOR REGISTRATION INFORMATION, CALL DIVISION OF CONTINUING EDUCATION, 831-4301